



BEE MOVIE



WWW.BEEMOVIE.COM

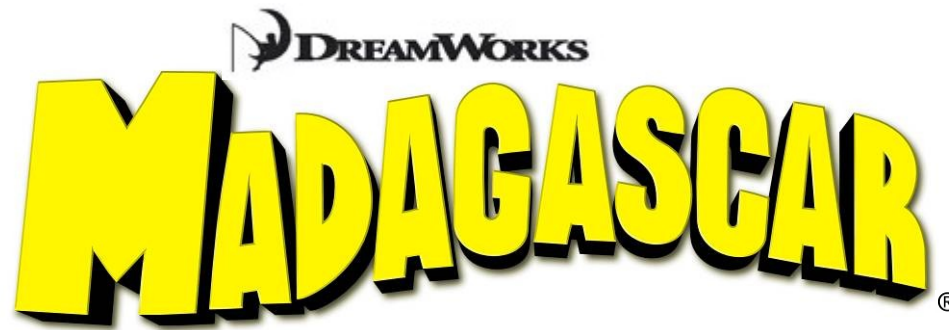
DREAMWORKS
ANIMATION SKG™

NB : This is unapproved Artwork and Title Treatment, and should not be replicated or distributed elsewhere

FROM THE CREATORS OF



AND



THEATRICAL RELEASE

U.S Release:

2nd November 2007

First International Release:

7th November 2007

International Release Period:

November 2007 - January 2008

Genre:

Animated Comedy

Rating:

U - PG (TBC)

Co-written and Produced by

Jerry Seinfeld



SYNOPSIS

Bee Movie is the comedic tale of Barry Bee Benson, a bee fresh out of college who is disillusioned with the prospect of having only one career choice - Honey

On a chance opportunity to go outside the hive, Barry's life is saved by Vanessa, a florist in New York City. As their relationship blossoms, Barry's eyes are opened to the world of humans, and he soon discovers that people partake in the mass consumption of honey. Armed with this information, Barry realizes his true calling in life and decides to sue the human race for stealing the bees' honey

As a result, the bee and human communities get involved in ways they have never before, each pointing the finger at each other. Barry gets caught up in the middle and finds himself with some very unusual problems to solve



VOICE TALENT



Jerry Seinfeld

as the voice of

**Barry Bee
Benson**



Renée Zellweger

as the voice of

Vanessa the Florist



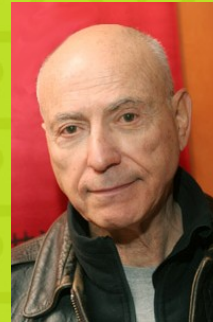
VOICE TALENT



**Matthew
Broderick**



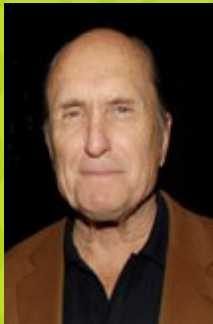
**William
H. Macy**



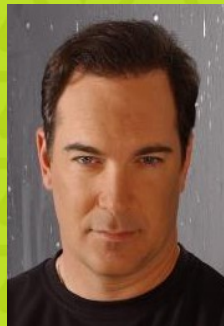
**Alan
Arkin**



**Kathy
Bates**



**Robert
Duvall**



**Patrick
Warburton**



ORIGINAL PROPERTY COMPARABLES

SHREK

Academy Award® winner for Best Animated Feature
3rd highest grossing film of 2001
Highest grossing animated film of 2001
Total worldwide box office US\$ 478.5M



SHARK TALE

Academy Award® nominee for Best Animated Feature
9th highest grossing film of 2004
3rd highest grossing animated film of 2004
Total worldwide box office US\$363.5M



MADAGASCAR

Academy Award® nominee for Best Animated Feature
6th highest grossing film of 2005
Highest grossing animated film of 2005
Total worldwide box office US\$528.9M

OVER THE HEDGE

9th highest grossing film of 2006
3rd highest grossing animated film of 2006
Total worldwide box office US\$331.6M



EVERYONE LOVES CGI....



OUR AUDIENCE

Primary target: Families

Within this unit, kids are most important as they will drive interest.

However parents also need to be reminded that BEE MOVIE holds something for them too!

Secondary target: Teens/core cinemagoers

Third target: Everyone!



WORLDWIDE PARTNERS



**Local Licensing agents and PPI will
advise of additional pan regional
and local promotional partners**



DreamWorks Animation have again secured Golden Link as the exclusive International In-Theatre Concession partner. They will create an exciting range of product including:

Plastic Drink Cups - In-Mold-Label Plastic Drink Cups - Lenticular Drink Cups - Plastic Popcorn Tub - Dome Lids for Plastic Cups and Popcorn Tubs - Snack 'n Go Plastic Cups - Photo Cups- Oval Popcorn Tub with Strap - Paper Drink Cups - Paper Popcorn Tubs - Paper Popcorn Bags - Paper Popcorn Cartons - Paper Confectionery Bags - Kids' Combo Trays - Kids' Combo Boxes

There will also be promotional premium items TBD

www.goldenlinkinc.com

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INTERNATIONAL THEATRICAL, MARKETING & CONSTRUCTION

MARKETING CAMPAIGN

includes

- **LIVE ACTION** teaser trailer - launched end of 2006



- **2nd LIVE ACTION** (with Animated finale) launched Feb 2007

- **Full Animated** trailer to launch with Shrek the Third

- **Teaser 1-sheet** due in theatres with Shrek the Third

- **2nd Full animated** trailer - timing TBC

- **Cannes Film Festival 2007** - Publicity stunt planned



HOOKS

RELATIONSHIP

ADVENTURE S

UNIQUE

INTERNATIONAL STAR TALENT

FAMILY

HEROINES

SENSITIVITY

HEROES

LOVABLE CHARACTERS

LAUGH OUT LOUD

FLOWERS

FUNNY

COLOURFUL

BLACK & YELLOW

BROAD APPEAL

TEAMWORK

STATE OF THE ART CGI

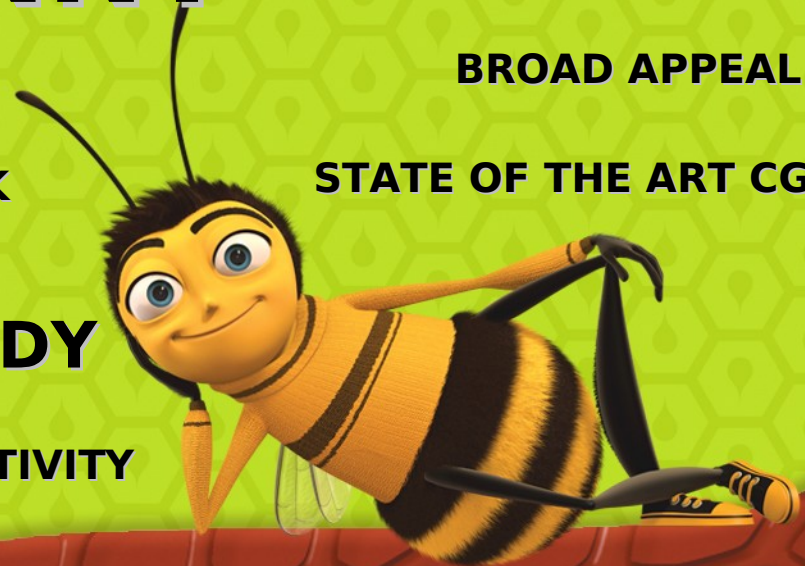
ENVIRONMENT

PARODY

TOGETHERNESS

PRODUCTIVITY

HONEY



PROMOTIONAL DIRECTION

Please pursue theatrical promotions with Media, Exhibition & Retail Only:

Media promotions should include :

- **Print**
- **TV**
- **Radio**
- **Online**

ALSO CONSIDER:

Nickelodeon - Please look at working with Nick to reach our shared kids' audience in those markets where they have significant presence

PPI will advise if there are TV rights to the Seinfeld Television Show in your Region

PHEI - working with them using back catalogue DreamWorks Animation titles



PRIZE PACKAGE

PPI London will shortly provide information on what prize packages are available

USAGE:

- 1) Must have significant media value**
- 2) Must be top 3 in medium ie. #1 on-line site in your territory**
- 3) We will evaluate prize packages to reflect your territory and weight appropriately**



ROADSHOWS

As of Monday 26th February 2007

DWA Consumer Products Bee Movie Roadshows have already taken place in:

- MEXICO
- BRAZIL
- U.K
- FRANCE
- BELGIUM - Confirmed 1st March 2007

INTERNATIONAL THEATRICAL ROADSHOWS

Plans for these including dates and cities will be forwarded to relevant territories shortly by Paramount Pictures International



COSTUME CHARACTER

**N O T E: THESE VISUALS ARE OF AN UNAPPROVED
COSTUME PLEASE DO NOT CIRCULATE**



Paramount Pictures International will have 10 Barry Bee Benson costumes for promotional activity throughout the world

PPI London will propose a costume character schedule very shortly



PROMOTIONAL MERCHANDISE

PPI London will shortly provide details of branded merchandise items that will be available to order for use in leveraging media, retail and exhibitor promotional support



PROMOTIONAL EXAMPLES

Shark Tale and VIP - Croatia



Pre- book incentive using Mobile assets

Madagascar and The GAP - UK



- Offer: Free preview screening tickets or win family tickets to UK premiere
- Strut cards and leaflets in 150 stores
- Top 20 stores - full window for 2 weeks, front and centre signage
- Further 20 stores in key cities - window decals, front and centre signage

Wallace & Gromit and The Sun - UK



- Offer: Free gamecard to win prizes : Poster, DVD, book
- £100,000 giveaway
- Front page coverage of daily newspaper with highest readership in the U.K



PROMOTIONAL EXAMPLES

Exhibitor - UK



Shrek 2 and Odeon Cinemas - UK

Counter Cards & POS at all Odeon sites



Shrek 2 Kids mask

Madagascar and Going Places: UK Travel Agents Promotion

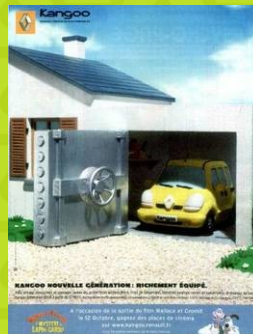
- POS in 670 stores
- Window displays in top 200 stores
- Madagascar Kids clubs at resorts and Airports
- Competitions and branded ticket wallets at all sites



Madagascar and Orange Film of the Month - UK



Wallace & Gromit and Renault : France

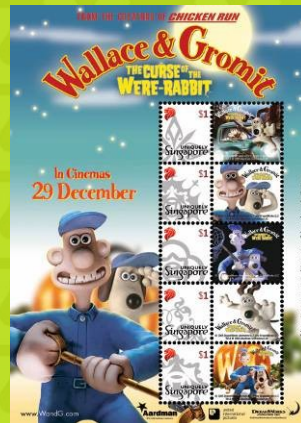


3rd PARTY PROMOTIONAL EXAMPLES

There are exceptions:

3rd Party Promotions can be reviewed on a case by case basis. They **MUST** be in a category which is **NOT** licensed. Examples of previous 3rd Party promotions on DWA titles:

Singapore &
Belgium :
Post Office
Campaigns, with
Feature Film Stamps



Customers purchase postage
stamps and stamp albums
themed to the property

Taiwanese In-Theatre

Greetings Cards Package:



Ticket purchasers would
receive a greeting card
package containing a
Chinese New Year red
envelope, Chinese New
Year greeting card and
a Valentine's greeting card



RETAIL SUPPORT

Check with DreamWorks Animation licensing agents (where applicable) to collaborate on in-store promotions with Licensees



NB. Attached visuals are of licensed partner activity but highlight the retail awareness that DWA partners drive for the release



CREATIVE GUIDELINES

All creative must include the Feature Title, Release Date, DreamWorks Animation

Logo (lower right-hand corner), Copyright line and the movie's www.beemovie.com website address or the local URL for the movie

The addition of a local 3rd party website address requires approval by Paramount

Pictures International promotions and DWA London

No partner logos on official 1-sheet

**No character should hold, touch, use or embrace any third party product
This is seen as endorsement**



PPI London will.....

- **Provide regional and local licensed promotion details ongoing**
 - **DWA agents should also be approached for this info**
- **Provide details of Roadshow events**
- **Provide details of costume character schedule**
- **Provide details of “Seinfeld” TV show syndication where appropriate**
- **Develop Media Partner & Exhibitor Merchandise**
- **Develop a Money Can’t Buy Prize**
- **Provide Detailed Creative Guidelines**
- **Provide Bee Movie style guide via DMG**

AVAILABLE ON DMG FOR REFERENCE

- **Ice Age Campaign Overview**



**“LET’S CREATE A
BUZZ”**

